

ABSTRACT OF THE DISCLOSURE

Disclosed are server operational expenses collecting method and apparatus for a server which transmits via the Internet an electronic program guide to a terminal apparatus operated by a user. The server generates customer analysis information on the basis of personal information of said user inputted from said terminal apparatus and program viewing log information about a program viewed by said user on said terminal apparatus. The server generates a second electronic program guide by reorganizing a first electronic program guide in accordance with the preference of said user on the basis of the generated customer analysis information. The server provides said generated customer analysis information to an advertiser who practices an advertising campaign to said terminal apparatus. The server, in response to the provision of said customer analysis information to said advertiser, collects the expenses, in a predetermined amount, for the provision of said customer analysis information from said advertiser.